

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

1. Name of Registrant Ruder & Finn, Inc.	2. Registration No. 1481
---	---------------------------------

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- ☐ To correct a deficiency in
☐ Initial Statement
☐ Supplemental Statement for _____
☐ To give notice of change in an exhibit previously filed.
- ☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
☒ Other purpose (specify) To register a "spot job" on behalf of Mission Interministerielle pour l'aménagement du littoral Touristique De La Cote Aquitaine.

4. If this amendment requires the filing of a document or documents, please list -

Exhibit A

Exhibit B

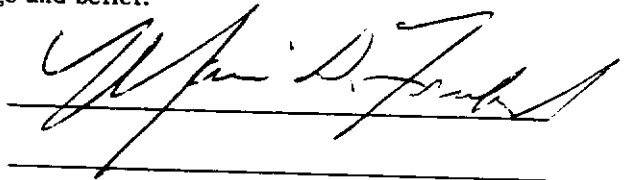
Plus Short Form Registration for Roger Shelley and Don O'Sullivan

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

We have begun work for the Mission Interministerielle pour l'aménagement du littoral Touristique De La Cote Aquitaine to arrange for a visit to the U. S. by the head of this Mission to meet with real estate developers and investors to attract development of tourist facilities in this region. The meeting dates are March 25 through March 31, 1976.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)


Subscribed and sworn to before me at New York, New Yorkthis 18th day of March, 1976

JOSEPHINE L. COLON
Notary Public, State of New York
No. 31-0714870 Qual. in N.Y. Co.
Commission Expires March 30, 1977



(Notary or other officer)

My commission expires

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently,

1. Name and address of registrant Ruder & Finn, Inc., 110 East 59th Street, NYC		2. Registration No. 1481
3. Name of foreign principal Mission Interministerielle pour l'aménagement du littoral Touristique De La Cote Aquitaine	4. Principal address of foreign principal 78, Avenue Marceau 75008 Paris, France	

5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Mission Interministerielle pour l'aménagement du littoral Touristique De La
Cote Aquitaine

b) Name and title of official with whom registrant deals.

M. Emile Biasini, Premier Ministre

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

NOT APPLICABLE

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

not applicable

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

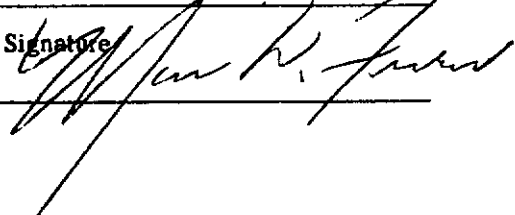
Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

A special agency of the Government charged with the development of land in the Aquitaine area.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

NOT APPLICABLE

Date of Exhibit A March 19, 1978	Name and Title M. D. FRANKEL	PRES. RUDERFINN INT'L	Signature 
-------------------------------------	---------------------------------	-----------------------------	---

UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn, Inc.	Mission Interministerielle pour l'aménagement du littoral Touristique De La Cote Aquitaine

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
 - ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
 - ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

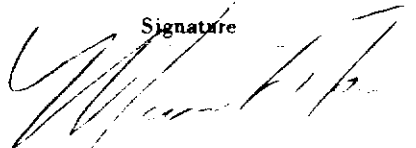
We have begun work for the Mission Interministerielle pour l'aménagement du littoral Touristique De La Cote Aquitaine to arrange for a visit to the U.S. by the head of this Mission to meet with real estate developers and investors to attract development of tourist facilities in this region. The meeting dates are March 25 through March 31, 1976.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please refer to question #4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
1911 ARCT 1976	M.D. TRINKEL PALS ROBERT FINN INTL	

^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

RECEIVED
DEPT. OF JUSTICE
MAR 26 4 27 PM '78
GENERAL INVESTIGATIVE
DIVISION

RUDER & FINN

December 8, 1975

MARVIN D. FRANKEL
PRESIDENT
RUDER & FINN INTERNATIONAL

M. Georges Ivanoff
Promotion International
63, rue de Ponthieu
75008 Paris, France

Dear Georges:

Enclosed, for your review, is the proposal which you have requested on the Aquitaine Mission. By now I am sure you will have discussed this in some detail with David Leslie and Roger Shelley, who will be working on the day-to-day activities for this project.

Incidentally, Jerry Halprin called me from Beverly Hills this morning. He advised me that his client was not too happy with what we did for him in Paris. Was there any problem or anything that I should know?

Cordially,


Marvin D. Frankel

MDF:maa
Encl.

Proposed Visit to the United States
By the Aquitaine Coast Delegation

Overview

The proposed visit of the Interminister Commission for the Development of the Aquitaine Coast early in 1976 is particularly appropriate for several reasons.

First, because of weak economic conditions in the United States and abroad in the last few years, there has been a decline in expansion by national and international hotel groups. Investments in real estate projects have also been held to a minimum by banks and other investment groups.

With the continuing economic upturn being experienced everywhere, these groups are now in a position to consider new areas of expansion. Capital is becoming available for investment in projects like the Aquitaine Coast Development.

Second, the affluent travel market in the United States and abroad continues to flourish and there is definitely an opportunity to develop interest in a new travel destination which has the appeal offered by the Aquitaine Coast.

We, therefore, believe that interest could be generated among potential investors as a result of personal meetings between members of the Aquitaine Coast Delegation and representatives of various segments of the American Real Estate Investment and tourist industries.

In addition, such a visit to the United States can also provide valuable information to the Interminister Commission on current trends in travel, resort design and operation, and investment plans of major real estate developers and investors.

I. Length of Visit

Initially one full week in the New York area. We anticipate an average of six to seven meetings each day for five business days --- Monday through Friday. This would allow the delegation to arrive during the weekend prior to the business week and would provide adequate time for preparation and briefing. Virtually all of the meetings will be held in New York. However, if between now and the time the delegation arrives, important contacts are uncovered in cities close, like Washington or Boston, special trips can be arranged.

II. Investor Groups to be Contacted

- * Major Real Estate Developers
- * The Financial Community ---
Investment Banking Firms and Corporate Finance
Departments of major brokerage houses.
- * Major United States Banking Institutions
- * Resort and Hotel operators
- * The United States Travel Industry ---
Major Hotel operators, travel agents, travel whole-
salers, and Couriers.
- * The United States Press ---
The travel trade press and the Business and Financial
Press.

a. Major Real Estate Developers

The key executives of major international real estate developers are those who have successfully financed directly, or have arranged for the financing of large scale projects which include resorts, villas, condominiums, and large scale housing projects.

The objective of meeting with this group is to find potential developers and resort operators for Aquitaine and to find out first hand what opportunities and problems exist within the international tourist market. These meetings will also identify emerging sources of capital financing, design trends and construction techniques being employed in other areas. Examples of the organizations to be contacted are Arlen Properties, Levitt Brothers, W.R. Grace & Co., and General Development Corp.

b. The Financial Community

The financial community represents an important potential source of investment since its members work with many major corporations and are responsible for raising capital. Meetings will be arranged for the delegation with prominent Investment Bankers, such as Goldman Sachs, and representatives of Corporate Finance and Venture Capital departments of major brokerage companies on Wall Street, like Bache & Company, Shields & Company and Donaldson, Lufkin and Jenerette.

c. Major United States Banking Institutions

Visits by the delegation with major American banking institutions could provide a possible entre to clients of the banks who might be interested in investing in Aquitaine. These banks also can provide good intelligence on developing economic conditions in the United States and in other areas around the world, since they have large economics departments and outstanding economists.

We would hope to have one of these banks host a special meeting, possibly a luncheon, so that the delegation can tell its story directly to a group of potential investors under the auspices of a major bank. Some of the major banks located in New York are First National City Bank, Chase Manhattan Bank, Manufacturers Hanover, and Morgan Guaranty.

d. Resort and Hotel Operators

As part of the information gathering process, the delegation should meet with one or two resort operators to observe how successful resorts are operated and also to learn more about how business is promoted. It is possible that these meetings might even generate further interest by an international resort operator in the Aquitaine region. We are thinking of groups such as Rockresort (The Rockefeller interest), Hilton, Loews and Holiday Inn.

e. The United States Travel Industry

Virtually all travel from the United States is arranged through a travel agent, who in turn books with a travel wholesaler. In meetings with these groups the delegation will want to learn what the travel agent and wholesaler know about the Aquitaine region and also explain to them directly the desirability of the Aquitaine region as a travel destination.

We would propose a group meeting with a representative group of travel agents at the offices of Ruder & Finn. Individual meetings will be set up with major wholesalers such as American Express and others specializing in travel to Europe.

The delegation should also meet with representatives of major American - international airlines. These organizations are currently very active in hotel development on an international scale and also are in a position to promote an overseas travel destination such as Aquitaine. American Airlines, TWA and Pan American are but a few of the target airlines for discussion.

The Travel Trade Press is important in reaching the American Travel Industry with the story of the development of the Aquitaine Coastal area. Travel Weekly is the most important publication in the industry and a meeting with key editorial personnel of this publication will be very helpful to the members of the delegation.

f. The Business and Financial Press

Virtually all of those individuals who are important to the Aquitaine project as potential investors or participants read the major business publications which are published in the United States. Many

of these publications are bases in New York so it will hopefully be possible to arrange meetings for the delegation with editorial writers. These might include the Wall Street Journal, National Real Estate Investor and Business Week.

III. Advance Preparation and Follow-Up.

a. Advance Plans

Ruder & Finn will set up all meetings, seminars and conferences for the proposed five day visit. Six to seven meetings, with an average length of one hour, will hopefully be scheduled for each business day.

Ruder & Finn, if time permits, will send to Paris prior to the arrival of the delegation, an Annual Report on the company to be visited as well as information on the individuals with whom the delegation will meet. In addition, we will send to the company a complete dossier on the Aquitaine Coast area so that the delegation and the company will have appropriate background material on each other's activities.

b. Publicity

Prior to the visit, Ruder & Finn will prepare and distribute a special news release announcing the delegation's visit. In addition, to discussing the details of the Aquitaine Coast Development Project, the release would invite inquiries directly to the Interminister Commission for the development of the Aquitaine Coast.

c. Follow up

Following each meeting held by the delegation in New York during the visit, Ruder & Finn will contact the company directly and prepare a report of the reactions to the Aquitaine Coast story. This will be helpful to the Interminister Commission in planning future meetings and will also serve to identify potential interest among investors which can then be followed up directly from Paris.

d. Interpreter

We must assume that all of the meetings held in New York will be done so in English. It would be helpful if the visiting delegation could include someone who is fluent in English. If necessary, Ruder & Finn can make arrangements for an interpreter locally.

e. Logistics

Ruder & Finn will make appropriate arrangements for hotels and travel to and from meetings arranged for the Commission. We will also make whatever arrangements members of the Commission require during time not being spent at meetings.

IV. Budget

The charge for Ruder & Finn time on the project will be \$6,500. This does not include out-of-pocket expenses such as:

- * Long distance telephone calls
- * Postage for special mailings
- * Printing of material for press distribution
- * Luncheon or breakfast meetings
- * Tickets for social events
- * Messenger services
- * Local transportation
- * Interpreter if necessary

Each of these items, as they are incurred, will be listed in detail for you and will be accompanied by a purchase order and/or bill. A listing of some of the expenses we anticipate follows. The list is subject to change depending on the needs of the Commission as the week evolves:

	<u>High</u>	<u>Low</u>
Telephone Costs:	\$300	\$200
Reproduction and mailing of news release:	\$150	\$100
Mailing of pamphlets and brochures	200	150
Press breakfasts and luncheons (Assuming 4 Commission members)	750	500
Reproduction of resumes	50	35
Messenger service	300	150
Translator, if needed	\$160 per day	
Local transportation (1 car from 9:00 to 6:00)	\$575	
Contingency	\$500	

Hotels and transportation for the Commission is not included in this expense breakdown and will be paid for directly by the Commission.